Data and Privacy File Guides

Marketing: Apple Software Downloads

April 2019

File name

Apple Software Downloads.csv

File description

Contains the history of customer Apple Software downloads and the associated customer information provided with the download request

Why Apple keeps this information

Apple retains this information to log user communication preferences and communicate appropriately with users.

Field Name	Details
ORIGINAL UNIQUE IDENTIFIER	Apple account identifying number
FIRST NAME	First Name entered by Customer on form submit
LAST NAME	Last Name entered by Customer on form submit
PHONETIC FIRST NAME	First Name entered by Customer on form submit
PHONETIC LAST NAME	Last Name entered by Customer on form submit
EMAIL ADDRESS	Email Address entered by Customer on form submit
CLIENT IP ADDRESS	This is the IP Address sent by the user's device when submitting the form
COUNTRY	Country entered by Customer on form submit
LANGUAGE CD	Language entered by Customer on form submit
LOCALE CD	This is the locale code associated with the country chosen by the user when downloading software
DEVICE DETAILS	Device details of customer browser on form submit
SOFTWARE DOWNLOAD TIMESTAMP	Date and time when software download request was initiated
CHANGE TIMESTAMP	Time the customer with the same Original Unique Identifier made a change to any information and submitted the form to Apple